DTS DanTech Services
Computers under control!™

Technology Times June 2018 Issue

"As a business owner, I know you don't have time to waste on technical and operational issues. That's where we *shine*! Call us and put an end to your IT problems finally and forever!"

What's Inside:

3 Deadly Mistakes You're Making By Being Cheap With Technology

Today's small and midsize businesses (SMBs) have an uneasy relationship with technology – even if they don't realize it yet. As the marketplace reaches new heights of complexity and speed, and consumers migrate to cyberspace en masse to make their buying decisions, SMBs are responding in turn. Today's savvy business owners utilize ever-evolving technologies to capture their customers' interest and imagination, make conversions and manage their day-to-day operations with unprecedented ease and clarity. Certainly, the Internet age is a thrilling time to be in business. Each business is equipped with wildly powerful tech that has transformed the landscape of commerce forever.

But there's an uncomfortable truth that goes hand in hand with this increased dependence on technology. At its best, IT allows us to do incredible things we never would have imagined were possible even 10 years ago. At its worst, IT is an unreliable, finicky and potentially hazardous scaffolding upon which we built our loftiest hopes and dreams. Even the best IT requires wrangling to shape it to our needs and keep it on track and safe from intruders.

Despite this reliance on technology, the vast majority of business owners consider it an extra expense rather than a foundational element of their company. As a result, they skimp on technology spending. But being cheap comes with a cost – one much bigger and more dangerous than you probably realize. Here are three mistakes you're making by underspending on this key part of your business.

1. You're spending on technology based on an unrealistic, poorly planned budget rather than building your technology budget around your actual needs.

When you're an SMB with limited resources, it's easy to see any money saved on software and hardware as a success, leading businesses to opt for cheap, clunky and outdated solutions. But in a world where the lion's share of your day-to-day operations is dictated by the digital equipment you and your team use, where small businesses exist under constant threat of cyber-

- Continued on page 4

Business Briefings:

How To Quickly And Easily Make Your Business More Profitable

Early in any small business, it's extremely difficult to turn a profit. Even after you gain a little traction, it's easy to get caught up in the never-ending details. This means you have no time left for the things that will actually increase your revenue. But there are a few things you can do right now to raise your bottom line.

Perhaps the most important action item on your list should be to calculate the exact costs of your business. In order to know where you're starting, you need to look beyond general expenses and pinpoint just how much your activities are worth to the company. Then you can start cutting out tasks that are measurably low in value, automating them wherever possible. If you can do that for both you and your team, you have a great place from which to start. SmallBizTrends.com

Top Ways To Stay Secure In The Social-Media World

Social media allows millions of people to reconnect and stay up-to-date with family members, friends, acquaintances and even former in-laws. But as social media reshapes the way we communicate with one another, it's important to keep a couple of things in mind to protect yourself and your data.

Remember that there's no "delete" button on the Internet. Even if something seems temporary, a simple screenshot or check through the archives can make it permanent. Even if you keep your social media completely private, relationships change, and what was private yesterday may suddenly become public record. The question you need to ask is whether you'll be comfortable in 10 years with what you're posting today.

In the same vein, if you post in online forums or on message boards, consider using a pseudonym. Never share names of real businesses, clients, friends or family. If a bank manager wouldn't allow a picture of all the money in the vault to be shared on the web, you shouldn't allow a picture containing confidential, financial, legal or other protected documents and items to be shared either. A good social-media policy in the office now can save headaches down the road.

3 Questions No Leader Should Ever Ask

By GEOFF SMART

At ghSMART, we advise board members and CEOs of large companies on their most important leadership issues. One of the most important skills we discuss is making sure they are consulting on the right questions.

I think of a "right" question as one that matters – a question that will cut to the heart of an issue, produce an answer on which the leader can act and provide the highest value to the leader in terms of results.

But the "right" question then becomes, "What are the wrong questions?"

There are three categories of "wrong" questions that I've heard time and time again over the years. Merely asking these questions can lead you down the wrong path when you're seeking to achieve your career's full potential.

1 If you have to ask an ethical question, just don't do the thing you were considering.

The wisest, most successful leaders I have served or worked alongside all seem to lead according to this rule regarding ethical questions: "If you have to ask, then don't." In other words, if there is something you're considering that's in a moral gray area or might be misinterpreted as unethical, then just don't do it. At ghSMART, we call this "having 110% integrity." We do things that are not only 100% ethical, but we give an extra 10% safety margin to avoid things that could be misinterpreted.

2 If you have to question whether someone is underperforming in their job, they are.

There's a common cycle of "facing reality" I often see my clients go through. They have a bold vision and a goal to achieve something great. And when they realize that they don't have the team to make it happen, they start to fantasize and think, "I wonder if Fred or Amy is going to rise to the occasion and display strengths we've not yet seen to achieve these results." Great leaders know who they can count on. They don't expect a subordinate to suddenly start performing well in a role that does not appear to fit their talents and interests.

3 If you wonder whether you can trust your boss, you can't.

There is a saying: "People don't quit companies; they quit bad bosses." So if you find yourself wondering whether you can trust your boss or not, you likely can't. Instead, go find a boss you can trust. Find a boss who will hold your interests in high regard and care about your career goals as much as you do, giving you coaching and feedback to help accelerate your learning. These bosses will have your back during bonus time. Rarely do you see great leaders who wonder about the trustworthiness of their boss staying at that particular job very long.

Principles Behind Layered Security

There is no single silver bullet when it comes to IT Security and protecting your data, which is why we rely on a multi-layered approach to securing your network & data.

With over 60% of all Internet traffic now being encrypted, a standard firewall—including some NextGen firewalls—just don't provide the protection necessary. Our almost 10 year partnership with SonicWall puts their award winning, best of breed Unified Threat Management firewalls at the perimeter of your network. Advanced Threat Protection with SSL Deep Packet Inspection gives your network the ability to inspect traffic that enters your network for encrypted malware that would be undetected by most other firewalls—commercial grade and otherwise. Questionable payloads are tested in a remote three-sandbox environment to verify safety.

When coupled with our Premium DNS protection and other services, your network & data are less likely to become victim to data breach or attack. And should an unforeseen event happen where recovery is needed, having your data secured by Datto makes recovery quick, efficient, and effective.

Layers of data security and network protection keep your Computers Under Control!™

Urgent! - Is Your Router infected?

More than half a million routers and network devices in 54 countries have been infected with sophisticated malware, researchers from Cisco's Talos Intelligence Group warn.

The malware, which the security researchers are calling VPNFilter, contains a killswitch for routers, can steal logins and passwords, and can monitor industrial control systems.

An attack would have the potential to cut off internet access for all the devices, William Largent, a researcher with Talos, said Wednesday in a blog post.

Late Wednesday, the FBI received court permission to seize an internet domain that the Justice Department says a Russian hacking group, known as the Sofacy Group, was using to control infected devices. The group, which also goes by the names Apt28 and Fancy Bear, has targeted government, military and security organizations since at least 2007.

Attacks on routers strike a nerve not only because they can halt internet access, but also because hackers can use the malware to monitor web activity, including password use. In April, US and UK officials warned about Russian hackers targeting millions of routers around the world, with plans to carry out massive attacks leveraging the devices. In that announcement, the FBI called routers a "tremendous weapon in the hands of an adversary."

"Quite anything is possible, this attack basically sets up a hidden network to allow an actor to attack the world from a stance that makes attribution quite difficult," Craig Williams, Talos' director, said in an email.

Talos researchers are still looking into how the malware infects routers but said that routers from Linksys, MikroTik, Netgear and TP-Link are affected. Here is a list but given our observations with this threat, we assess with high confidence that this list is incomplete and other devices could be affected.

Linksys Devices:

E1200
E2500
WRVS4400N

Mikrotik Router OS Versions for Cloud Core Routers:

1016
1036
1072

Netgear Devices:

DGN2200
R6400
R7000
R8000
WNR1000
WNR2000

QNAP Devices:

TS251
TS439 Pro

If you your router is on the list or you have any questions please give us a call at 907-885-0500!

Shiny New Gadget Of The Month:

Watch What You Eat With LinkSquare

Everywhere we go, most of us use vision to navigate our world. Whether our mouth begins to water at the sight of a tasty dish or our brow furrows at the sight of a shady-looking dollar bill, our eyes are one of our primary means of connection to the world around us. But, just by looking, can you tell whether that delicious-looking food is as high quality as it seems? Or be absolutely sure that the dollar is real?

Enter LinkSquare, the pocket-sized spectrometer that enables us to gaze deeper into the objects around us. After you scan an object with the device, it uses machine learning to analyze the properties of all sorts of items, including the freshness of food, the authenticity of money or gold, the identification of stray medications and a huge variety of other potential applications. If you're interested in purchasing this wildly futuristic technology, it'll cost about $300. Learn more at LinkSquare.io.

SONICWALL™
• SecureFirst •

DanTech Services provides knowledgeable management, support & sales of

SonicWALL UTM's.

Call 907-885-0500 to keep your network secure and your ***Computers Under Control!™***

- "3 Deadly Mistakes You're Making By Being Cheap With Technology"
- Continued from page 1

-attack and data is a precious commodity that could disappear at the speed of a failed backup, cutting corners is unwise. Updating your digital approach and tightening your cyber security may not result in obvious, immediate returns on your investment. But adequate technology spending is just that – an investment. When you invest in the latest technology, you're investing in the long-term productivity and security of your business.

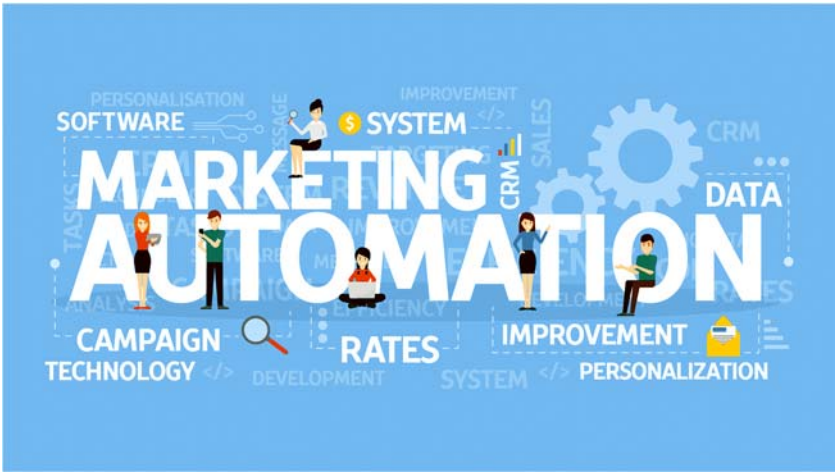
2. You're opening yourself up to disaster.

Its one thing to have an employee's computer unexpectedly fail or for an Internet connection to have a momentary hiccup. But if you're skimping on technology, you're leaving your business vulnerable to catastrophes that could cost you thousands. One of the most prominent and overlooked of these threats is cybercrime. According to the 2016 State of Cyber Security in Small and Medium-Sized Businesses report, half of all U.S. small businesses fell victim to a cyber-attack in 2015 – a number that has only continued to climb. The majority of these attacks are ransomware, in which entire systems are locked out of vital data and forced to shell out enormous sums to recover it. Even if you assume you're secure (and you probably aren't), there are other risks to contend with. Server failures, backup loss and system downtime can shutter businesses just as easily as a vicious hacker.

3. You're letting the competition get ahead.

Outsmarting your competitors takes more than just mimicking whatever latest strategy the thought leaders of your industry are championing at the moment. It requires anticipating future trends and acting on them. And in business, there's one universal truth you can count on: The future of your industry lies in technology. Cloud services, new and constantly updating software, CRMs and a staggering array of productivity-enhancing tools are just a few of the advances your competitors are considering (if they haven't snatched them up already). If you neglect the future, your company is destined to become a thing of the past.

You've heard about it, you know plenty of marketers infatuated with it, but at the end of the day... what is marketing automation?



"Marketing automation refers to the software that exists with the goal of automating marketing actions. Many marketing departments have to automate repetitive tasks such as emails, social media, and other website actions. The technology of marketing automation makes these tasks easier" - Ask Dantech Services to help with your marketing!